

ADVERTISING FEATURE

AUSTRIA

ART + ARCHITECTURE + DESIGN

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www.austria.info



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ART + ARCHITECTURE + DESIGN



If you've never been to Austria, you have no idea what you're missing. Yes, you'll find all the picturesque landscapes you're expecting—from charming villages to breathtaking Alpine vistas—but beyond Austria's quaint cobblestone streets are phenomenally designed contemporary buildings, innovative wares and collectibles, and world-class art collections just waiting to be discovered. It is the unique combination of the traditional and the modern that makes exploring Austria's cultural landscape such a fascinating experience.

Although it is best known as an old and historic European city, Vienna has waltzed quite gracefully into the 21st century. The 2004 enlargement of the European Union placed Austria at the center of the continent's cultural scene, making Vienna one of the great contemporary art centers of the world.

The city's MuseumsQuartier (www.mqw.at)—one of the ten largest cultural complexes in the world—encompasses

more than 60 different institutions. With its cafés and shops, the cultural district is not only an art space but a bustling hub of urban life. It is home to the Leopold Museum (www.leopoldmuseum.org)—which houses major works by Gustav Klimt, Oskar Kokoschka, and Richard Gerstl, and the world's largest private collection of works by Egon Schiele (including *Self Portrait with Chinese Lantern Plant*, image A)—as well as the Museum Moderner Kunst Stiftung Ludwig (MUMOK) and the KUNSTHALLE wien, both of which specialize in contemporary art.

If you're interested in graphic arts, Vienna's Albertina (www.albertina.at; image B) is a can't-miss. With about 50,000 drawings and watercolors as well as 900,000 works of graphic art, the Albertina's collection is one of the world's most valuable. It contains many important pieces—including Claude Monet's *Water Lilies*—as well as lesser-known but equally impressive works, such as a moving portrait of children by Auguste Renoir.



MUST SEE

Kunsthau Bregenz
presents: Antony
Gormley's "Horizon Field"
w: kunsthau-bregenz.at

A working vacation inspired British artist Antony Gormley to stage his next project in the mountain regions of Vorarlberg.

Thus, in the summer of 2010, Antony Gormley has, for the first time in his career, realized an ambitious landscape project.

For "Horizon Field," 100 cast-iron statues were installed at an elevation of over 6,689 feet in a landscape that represents beauty and paradise, as well as sensibility and vulnerability. Some of the figures are located in places one can hike to. Others are unapproachable, and can only be seen from certain vantage points.

Gormley encourages the viewers, who in turn become a part of "Horizon Field," to have their own thoughts and ideas about the interaction between man and mountain, a relationship that defines Vorarlberg and its people.



EGON
SCHIELE
1912

Fans of the literary arts will want to stop by the Austrian National Library (www.onb.ac.at), which is home to 200,000 books dating from 1501 to present day. Its Baroque State Hall (image C) features a 100-foot-high cupola with a fresco depicting an allegory on the construction of the library. Throughout the year, the State Hall features several exhibitions highlighting different sections of the library's vast collection.

From Vienna it is only a short trip to the Essl Collection (www.sammlung-essl.at) in Klosterneuburg, where some 6,000 works of Austrian and international contemporary art are on display. The museum also offers several workshops where visitors can discover their own creativity.

In Upper Austria, the Lentos Museum of Art (www.lentos.at) in Linz, built by Zurich architects Weber & Hofer, is known equally for its breathtaking design and its exciting exhibitions. From Linz, travel to Salzburg, where a Baroque cityscape is the

backdrop for stunning exhibitions of modern art at the Museum der Moderne and an ever-increasing number of galleries.

Finish your art tour of Austria farther west, in Bregenz. Olafur Eliasson's 2001 exhibition at the Kunsthau Bregenz (www.kunsthau-bregenz.at; image D) is a prime example of the museum's concept of creating a dialogue between the art installations and the exhibition space, which results in a unique experience of contemporary art. Eliasson transformed the rigorous concrete and glass architecture with scent, fog, water, soil, and plants. In October 2010, the museum will be presenting an overview of filmmaker Harun Farocki's work. The artist will also be creating new pieces specifically for the KUB.

Self Portrait with Chinese Lantern Plant (image A), completed in 1912, is just one of Egon Schiele's works on display at the Leopold Museum, which owns 44 oil paintings and 180 gouaches and watercolors by the artist. Starting in fall 2011, the Albertina (image B) will host a temporary exhibition that comprises important works produced for Emperor Maximilian by artists such as Albrecht Dürer. The Austrian National Library (image C) holds expansive collections of maps, historic documents, and antique books, as well as museums of papyrus and globes. The Kunsthau Bregenz is a temporary studio as well as a research and production site for such artists as Daniel Buren, Santiago Sierra, and Olafur Eliasson, whose work was on view in 2001 (image D).

WHERE TO GO



VORARLBERG EYES ON THE FUTURE

Vorarlberg lies in the westernmost corner of Austria, where the four countries of Austria, Germany, Switzerland and Liechtenstein meet. Not surprisingly, Vorarlberg is full of contrasts: you'll find a unique juxtaposition of the traditional and the modern, the rural and the urban.

Deemed "the most progressive part of the planet when it comes to new architecture" by Wallpaper magazine, Vorarlberg's landscape is dotted with strikingly designed modern buildings. New and traditional architecture mesh seamlessly, giving the region a firm foothold in both the past and the future. One of Vorarlberg's biggest draws is the Kunsthau Bregenz (www.kunsthau-bregenz.at), situated on the shores of Lake Constance and designed by Pritzker Prize-winning architect Peter Zumthor. The state's love of the audacious and unusual extends to its cultural scene, including the spectacular opera productions of the Bregenz Festival on the floating stage of Lake Constance.

The Kunsthau Bregenz and the British artist Antony Gormley have realized a unique project in the mountains of Vorarlberg that will be on display from August 2010 until April 2012. "Horizon Field" will be the first art project of its kind in the mountains and the largest landscape intervention in Austria to date. "Horizon Field" consists of 100 life-size, solid cast iron figures of the human body spread over an area of 58 square miles. The work forms a horizontal line at 6,689 feet above sea level. According to the artist, the "installation recognises the deep connection between social and geological territory; between landscape and memory", a theme that resonates deeply with the history and identity of Vorarlberg.

www.lakeconstance.eu

General information on culture, architecture, recreation and the project "Horizon Field" in Vorarlberg: www.vorarlberg.travel/en





VORARLBERG HOTEL KRISTIANIA

The Hotel Kristiania is an enchanting luxury hotel that unites Alpine traditions with modern technology and contemporary perspective. Located in Lech, the cradle of modern-day skiing, the hotel offers a splendid bar and gourmet restaurant, as well as a cozy lounge with a roaring fireplace—the perfect après-ski hangout. Each of the hotel's rooms is uniquely furnished and decorated with original works of art.

www.kristiania.at



VORARLBERG HOTEL GASTHOF KRONE

Family owned for 170 years, the Krone Hittisau is as much part of the local history as it is of the present. Adhering to this philosophy, the Krone has been completely refurbished by local craftsmen, retaining the traditional wood paneling in the restaurant while adding modern design elements. The hotel is situated on the village square in Hittisau, the perfect starting-point for unforgettable cultural adventures as well as forays into the surrounding natural landscapes.

www.krone-hittisau.at



ART + ARCHITECTURE + DESIGN



Look beyond Vienna's behemoth Baroque palaces and you'll find that Austria's capital, like much of the nation, is pushing the envelope, creating forward-thinking architecture and taking its place at the forefront of the sustainable building movement. For a view that straddles the city's past and its future, catch a glimpse of the awe-inspiring St. Stephen's Cathedral (www.stephanskirche.at)—Vienna's most revered architectural monument—reflected in the windows of Hans Hollein's glass and stone Haus Haus, the iconic Postmodernist building facing it.

A trip to Vienna is not complete until you've climbed the steps of St. Stephen's Cathedral's south tower and enjoyed the panoramic cityscape from the viewing platform, but for a more modern visual experience, take the time to visit lesser-known

houses of worship, such as Heinz Tesar's Christus Hoffnung der Welt (www.donaucitykirche.at). Tesar's design is a study in contrasts: A dark, stoic exterior gives way to a light-filled birch lined interior.

Half an hour outside of Vienna, surrounded by vineyards and rolling hills, you'll find the abbey of Klosterneuburg (www.stift-klosterneuburg.at). It's various buildings are monument to the architectural history of the area, from Roman times to the present.

Two hours south of Vienna in Graz, along the banks of the Mur River, British architects Peter Cook and Colin Fournier tested the limits of architecture with the contemporary Kunsthaus Graz (www.kunsthausegraz.at). Fondly known as the Friendly Alien, the building appears to undulate among the neighboring Renaissance



MUST SEE

Adler Lounge Tirol
w: adlerlounge.at

At the heart of the impressive mountain ranges around the Grossglockner, Austria's highest mountain, modern architecture combines enjoyment and culture. The Adlerlounge is a restaurant and hotel which affords its guests with a spectacular panoramic view of more than 60 three-thousand meter (9,842 feet) peaks. The lounge itself is at 8,200 feet above sea level. "Adlerlounge" literally means eagle's lounge, and to bring the point across, an artfully sculpted eagle roosts on its throne in the heart of the restaurant, where nothing escapes its far-seeing gaze. Behind the scenes, renowned chef Walter Hartweiger attends to your culinary and cultural wishes in the airy Alpine living room locals dubbed the "glass cage".

Designer furniture, parquet wood floors and modern art turn the lounge into a hip après ski stopover in winter, while the famous Jazz Brunch draws crowds in summer.

The Hangar-7 hall (image A) is almost 350 feet long, 225 feet wide, and nearly 50 feet high. There are roughly 70,000 printed works in the white-and-gold bookcases of the Monastery of Admont (image B); a separate, climate-controlled secure depository houses about 1,500 valuable manuscripts, more than half of which date from the Middle Ages. The Hungerburg Funicular Station (image C) is one of four designed by London-based architect Zaha Hadid, who may be best known in Austria for her design of the Bergisel ski jump. As one of the most advanced performing spaces in Europe, the House of Music and Music Drama (image D) also includes a high-tech acoustic laboratory.



woodcarvings, sculptures, and an expansive collection of books, maps, and other cultural objects dating back to the eighth century.

Farther west, amid Salzburg's Baroque extravagance, the contemporary Hangar-7 (www.hangar-7.com; image A) houses a fleet of aircraft and several race cars owned by

Austrian entrepreneur Dietrich Mateschitz, the founder of Red Bull. It also contains an art-exhibition space, which is free to the public, as well as the award-winning Restaurant Ikarus.

The massive dome that covers Hangar-7 was built with 1,754 custom-made glass panels.

As part of a typically Austrian design movement to make the everyday extraordinary, the flowing lines of the new Hungerburg Funicular Station (image C) in Innsbruck, Tirol, are at once striking and unobtrusive against the mountain backdrop. Another architectural attraction in Tirol is the Aqua Dome in Längenfeld: the only thermal spa in western Austria (www.aqua-dome.com). Through ample use of wood, stone, and light, the futuristic building reflects the impressive mountain landscape that surrounds it.

Beyond Tirol lies Vorarlberg, where contemporary buildings don't just look modern—they subscribe to the very latest ideas in eco-architecture. The region, which encourages low energy consumption and the use of environmentally friendly building materials, boasts an ever-growing number of passive-energy homes. What makes the local building style unique is its emphasis on traditional materials and methods paired with innovative design, resulting in the perfect balance between sleek modernity and warm craftsmanship that is the hallmark of the Vorarlberg Group of Building Artists (www.vorarlberg.travel).

residential buildings. In March 2009, Graz added another architectural jewel to its crown: One of Europe's most dynamic performance spaces, the innovative House of Music and Music Drama (MUMUTH; image D), features high-tech acoustics that can be adjusted to ensure ideal sound quality for any production. The visionary building is the work of the Dutch architectural office UNStudio of Ben van Berkel, which was selected for the commission from among more than 200 designers.

About an hour from Graz, and centuries from MUMUTH, you can step back in time at the Monastery of Admont (www.stiftadmont.at). Its library (image B) is widely regarded as one of the country's most important cultural treasures. The Late Baroque hall, finished in 1776, is a remarkable *Gesamtkunstwerk*, a unique synthesis of frescoes, delicate

WHERE TO GO



SALZBURG A BAROQUE JEWEL

While parts of Salzburg remain much the same as they were when Mozart spent his childhood here, the city is full of exciting contrasts between the old and the new. Its picturesque streets are packed with modern-art galleries, music clubs, and theaters. Every summer, the Salzburger Festspiele draws countless opera lovers – as well as tastemakers from around the world. Visitors gather to enjoy unforgettable performances and rub elbows in the city's elegant hotels and cafés. Just be sure to take a break from it all: A quiet stroll through Baroque squares, narrow passageways, and pedestrian-only streets makes for some enjoyable relaxation.

www.salzburg.info



TIROL ALPINE SOPHISTICATION

Set against a glorious Alpine backdrop, Tirol invites visitors to enjoy the warm local hospitality in what is guaranteed to be an unforgettable Austrian experience. Here, 21st-century designs harmonize with the silhouettes of medieval buildings and quaint Alpine farmhouses.

One perfect example is the new David Chipperfield-designed Kaufhaus Tyrol in Innsbruck. With its stunning mix of glass and concrete, the new shopping center in the heart of the old town is another architectural highlight adorning the Tirolean capital, where you'll also find several signature buildings by Zaha Hadid. Outside of Tirol's capital, you'll find equally compelling structures such as the Oetz valley's Aqua Dome, or beautiful traditional interior design such as the hotel lobby of the majestic Interlpen-Hotel Tyrol in the quaint resort town of Seefeld.

www.visittirol.com





GRAZ

STRIKING ARCHITECTURE & MEDITERRANEAN FLAIR

To visit Austria is to experience brilliant architecture amid historic settings. As is the case in the city of Graz, a Renaissance jewel two hours south of Vienna. A UNESCO World Cultural Heritage Site and European Capital of Culture, Graz has a penchant for experiments with modern architecture that highlight the beauty of its medieval city center. Visit the Kunsthaus to see just how starkly its design contrasts the traditional cityscape. Its bubble-glass skin earned it the nickname "Friendly Alien." Then there's Vito Acconci's floating island in the river Mur, the synagogue, reconstructed in 2000, or the newly built MUMUTH with its sleek design and perfect acoustics. Here, instead of seeking to provoke, modern architecture blends in and accentuates to create a harmonious contemporary living space.

www.visitgraz.com



BURGENLAND

WHERE MODERN MEETS CLASSICAL

Situated on the shores of Lake Neusiedl, in the ancient region of Pannonia, Burgenland is lush, green, and wonderfully alive. Summers here are generally warm and the winters cold, making it an ideal wine producing region. Many local wineries have commissioned Austria's talented architects to create fabulous buildings, making a tour of Burgenland like a stroll through a design gallery. After a day full of wonderful activities, rest your head in any number of Pannonian houses, which range from lovingly restored countryside cottages to revamped estates and even renovated palaces.

www.austria.info/wine



STIFT KLOSTERNEUBURG

EXPERIENCE 900 YEARS OF CULTURE

With its 900 year old history, Klosterneuburg Abbey provides a treasure trove of unique experiences. It has been a custodian of valuable art for centuries and features world famous items such as the Verdun Altar. The abbey is also Austria's oldest wine estate and its many award winning wines have earned a stellar reputation. As of May 2011, another highlight awaits visitors: the opening of the Abbey's treasury holding the Archducal Crown of Austria.

www.stift-klosterneuburg.at



www.austria.info/art

ART + ARCHITECTURE + DESIGN



Rooted in decades-old design, the household goods, furniture, fashion, and fabrics that are coming out of Austria today evince a fun, fresh aesthetic that makes passersby stop and take notice. With clean lines, unusual shapes, and striking color combinations, Austrian-designed objects warrant a second glance—and then a third.

Pieces like the "Liquid Skin" drinking bowl (image A) by Austrian designer duo LUCY.D, Barbara Ambrosz and Karin Stiglmaier (www.lucyd.com), encourage viewers to reconsider their surroundings. With a shape that's meant to mold itself to your palms, the bowl allows you to mimic the gesture of drinking from a fountain with your bare hands.

Every year nearly 20,000 visitors flock to Vienna Design Week (www.viennadesignweek.at) to enjoy similarly conceptual

pieces, as local and international designers and almost 100 partners come together for dozens of imaginative exhibitions and exciting events. The annual Design Week in October promises to fill the city with more examples of cutting-edge design than ever.

After the event wraps up, there's still plenty of stunning design to enjoy in Vienna. The Wiener Werkstätte—founded by Josef Hoffmann and Koloman Moser in 1903—was formed to encourage design that embodies elegance, precision, and functionality. Through the efforts of the

Neue Wiener Werkstätte (www.neuewienerwerkstaette.at), the founders' ideals are still being promoted in modern-day Austria. Pay a visit to their Vienna showroom for an unparalleled display of both classic and modern furniture. Even if you don't



MUST SEE

Kunsthau Graz

w: kunsthau.graz.at

The designers of the "Friendly Alien", Peter Cook and Colin Fournier, combined their innovative design language with the historic setting of this urban district along the river Mur.

The aesthetic dialogue between the new biomorphic structure and the surrounding medieval roovescape is the trade-mark of a city that thrives on a productive tension between tradition and avant-garde.

MdM Salzburg Museum der Moderne Salzburg

w: museumdermoderne.at

The Museum der Moderne Mönchsberg is meant to represent the conjunction of Salzburg's natural and urban landscapes.

The adjacent restaurant, M32, was designed by star-architect Matteo Thun. Its terrace affords fantastic views over medieval Hohensalzburg Fortress, an interesting contrast to the museum's collection of 20th century Austrian art.

The "Liquid Skin" drinking bowl (image A), designed by LUCY.D and produced by Lobmeyr, is featured in the permanent design collection of New York City's MoMA. "Prints on Demand" from the MAK Design Shop (image B) allows visitors to take home top-quality prints of pieces from the museum's collection. Literary quotations with the word "crystal"—from authors including Shakespeare, Novalis, and Goethe—are engraved into the Literature Wall (image C) at Swarovski Crystal Worlds. Certified WIEN PRODUCTS, including a pair of Lichterloh cast-iron lamps (image D) and a set of Lobmeyr drinking glasses (image E), capture the spirit of Viennese design.



want to ship a sofa home, you can still pick up beautifully designed souvenirs.

The MAK Design Shop at the Museum of Applied Arts (www.makdesignshop.at; image B) commissions thought-provoking objects from local artists, such as a bold chandelier with pendants cut like oversize gemstones, two-handled mugs, or sleek, contemporary egg cups. During its three-day Blickfang, or "eye catcher," the entire museum is transformed into a high-design department store. You should also visit the MQ Shop (www.mqw.at) at the MuseumsQuartier for one-of-a-kind objects and unforgettable gifts, and for planet- and wallet-friendly presents, check out the green goods at the KunstHausWien Museum Shop (www.kunsthauwien.com).

Another way to bring Vienna home: Look for businesses that are part of the WIEN PRODUCTS group (www.wienproducts.at), which consists of fifty local firms committed to traditional craftsmanship. Close to the MuseumsQuartier, the Lichterloh shop (www.lichterloh.com) offers a variety of wares, including a pair of cast-iron lamps (image D) that are reissues of a set from 1950. The lamps are made identically, but by flipping one's shade and resting it in its base (left) and resting the other's shade atop the base (right), you can create a symmetrical contrast. Lobmeyr (www.lobmeyr.at) produced the "Two Axioms in Rotation" drinking glasses (image E), which are also mirror reflections of each other, creating two vessels from one form.

Despite its abundance in Vienna, Austria's delightful design doesn't start and end in the city. The Tirolean company Swarovski may be best known in the United States for its classically cut pieces, but thanks to several artist collaborations, today it is turning out more unexpected, modern wares. At the Swarovski Crystal Worlds (www.swarovski.com/crystalworlds) in Wattens near Innsbruck, you can surround yourself with sparkle and shine. This glittering wonderland of creative designs and compositions (image C) explores the possibilities of crystal in all its different forms.

Just beyond Innsbruck you'll find another spectacular design experience. Riedel stemware—a quintessential example of the perfect balance of form and function—has been favored by wine connoisseurs for decades. In the town of Kufstein, you can watch glassblowers handcraft the company's signature balloon-shaped wineglasses—and pick up a few to take home (www.riedel.com).

WHERE TO STAY



VIENNA HOTEL ALTSTADT

A carefully restored 19th-century patrician house is the home of the four-star Boutique Hotel Altstadt Vienna, located near the Ringstrasse and the lively MuseumsQuartier.

The Altstadt is at once many things to many people: a meeting place for lovers of art, a haven for travelers that seek a hotel with character and outstanding service. To publications such as Condé Nast Traveler and Travel+Leisure, the Altstadt Vienna is a remarkable example of affordable luxury.

Each of its 42 rooms is one of a kind. Renowned Italian architect Matteo Thun is the mastermind behind the hotel's newest project, an elegant bar-lounge that is the perfect place for a small bite or the occasional cup of coffee.

www.altstadt.at



VIENNA HOTEL HOLLMANN BELETAGE

Located in the heart of historic Vienna, Hollmann Beletage is a boutique hotel with designer furniture, a small library, open fireplace and piano, living room, a small cinema, and a relaxing sauna-oasis. With unrivaled coziness, impeccable style and excellent service, a stay at the Hollmann Beletage - owned by actor and chef Robert Hollmann - is guaranteed to make you feel like a star.

www.hollmann-beletage.at



SEEFELD HOTEL INTERALPEN TYROL

With its unspoiled natural landscape, genuine hospitality and its proximity to Innsbruck, the quaint resort town of Seefeld is perfect for a quintessential Austrian vacation. Stay at the majestic Interlpen Hotel Tyrol, where luxurious interiors in traditional Tyrolean style are combined with state of the art amenities. Enjoy treatments at the hotel's world-class spa or engage in outdoor activities of all kinds in the clean, healthy air of the surrounding mountains.

www.interalpen.com





SALZBURG HOTEL STEIN

Right on the banks of the Salzach River you'll find a particular gem of a hotel: The Hotel Stein is centrally located within only a few minutes' walk of Salzburg's main attractions. After extensive renovations, the hotel presents itself in a stylish new look that combines 1950s design classics with modern design elements.

A special highlight is the rooftop terrace, which affords breathtaking views over the hills and the old town of Salzburg. It is the ideal place to start your day with a generous helping from the breakfast buffet, as well as the perfect spot for a drink in the evening, when locals gather at the steinterrasse café.bar.lounge. to meet with friends and enjoy the view.

www.hotelstein.at



SALZBURG HOTEL & VILLA AUERSPERG

Thanks to its unique charm, friendly service and stylish interior, the family-owned Hotel & Villa Auersperg feels like your home away from home.

Enjoy a sumptuous breakfast buffet, relax in the hotel's elegantly landscaped garden or enjoy the panoramic views of Salzburg from the rooftop terrace. You'll also find a sauna and steam bath where you can relax after a day of sightseeing on the hotel's own bicycles.

www.auersperg.at



SALZBURG HOTEL BLAUE GANS

At 660, the Hotel Blaue Gans is the oldest inn in town. Located in a medieval building on the main pedestrian thoroughfare in old Salzburg, the Blaue Gans was converted from a fortress-like structure to a contemporary art hotel. Combining minimalist design with medieval elements was no simple task, but we think you'll find they've pulled it off with flair.

www.blauegans.at/en



ITINERARY SUGGESTIONS



WHERE TO STAY

The hotels listed on the previous pages are excellent, stylish options in a reasonable price range. For more hotel choices and information on where to book, go to www.austria.info. For Vienna and Salzburg we recommend booking at least a month in advance. Room prices include taxes, surcharges, and a full breakfast buffet.

OUR TOP 5 EVENT-PICKS

ANTONY GORMLEY'S "HORIZON FIELD", VORARLBERG Through April 2012

Horizon Field consists of one hundred life-size cast iron figures that are spread at 6,689 feet above sea level over roughly 58 square miles in the remote Bregenzerwald and Arlberg regions. www.kunsthhaus-bregenz.at

ARCHITEKTURTAG | May

Over the course of two days, the Architecture Days are taking place all over Austria. Now in its 5th year, the program includes open house days, special guided tours, visits to construction sites, lectures, discussions, films, and art events. www.architekturtag.at

BLICKFANG VIENNA | October

Each October, for three days, the Austrian Museum of Applied Arts/Contemporary Art in Vienna turns into a creative space where new and established designers exchange ideas with the audience. www.blickfang.com/wien

STEIRISCHER HERBST, STYRIA | September–October

This controversial festival shows first class performances and exhibitions from all fields of contemporary art and never fails to provoke interesting debates. www.steirischerherbst.at

VIENNA DESIGN WEEK | October

Each year, this innovative design festival is gaining a bigger loyal following by bringing together creative designers, producers of design objects and a knowledgeable clientele. www.viennadesignweek.at

SALZBURG—TIROL—VORARLBERG

ALPINE AESTHETICS

If Alpine charm paired with fantastic modern architecture is what you are looking for, this itinerary is made for you. From Mozart's birthplace of Salzburg to Tirol's charming villages and its medieval capital, Innsbruck, on to Vorarlberg's breathtaking landscape, you'll be surrounded by beautiful Alpine scenery on the one hand and stunningly modern – even provocative – architecture and exhibitions on the other.

WHEN TO GO: Unless you are also interested in skiing in the Alps (which we highly recommend), the best time to see the area is April through September. Evenings are generally cool, even in summer, especially at higher altitudes. We recommend staying two nights in each area to allow enough time to soak up the local lifestyle.

HOW TO GET THERE: Two major international airports, Munich and Zürich, serve this area. There is also a wide range of transatlantic flights available with connections to Innsbruck and Salzburg airports. If you plan to stay in the cities, the train is the best way to travel. For excursions into side valleys, we recommend renting a car. The infrastructure is excellent, and the roads are perfectly maintained. If renting a car outside of Austria, make sure to inquire about the toll sticker (vignette) required for Austrian highways.

OUR TIP FOR GOURMETS: Try the Carpe Diem in Salzburg (www.finestfingerfood.com) for a truly unique restaurant experience. Here, literally everything is served in bite-sized cones, even mini-fillet steak with red wine sauce or wild boar with polenta and apple-Calvados foam.

For 150 years, locals have been enjoying Tirolean specialties at the Neuwirt (www.restaurant-neuwirt.at), one of Kitzbühel's culinary temples. Today, the menu successfully combines contemporary and traditional elements.

After touring the charming village of Schwarzenberg, be sure to stop at the Hotel Hirschen to dine amid stunning traditional wood-architecture at one of the renowned members of the restaurant group MundArt in Vorarlberg (www.mundart-restaurants.at).

WHAT TO DO: SALZBURG

- Lovers of contemporary art will find the Museum der Moderne Mönchsberg fascinating not only for the views from its terrace, but also for the collection of 20th and 21st century Austrian art. www.museumdermoderne.at
- Salzburg airport has several surprises in store at the architecturally stunning Hangar-7. www.hangar-7.com
- Hohensalzburg Fortress: This picture-book medieval castle in the center of town is a must for those interested in local history. www.hohensalzburg.com
- Just below the fortress, Salzburg's oldest restaurant, Stiftskeller St. Peter, serves as the venue for the ever popular Mozart-Dinner-concerts. www.haslauer.at

WHAT TO DO: TIROL

- Seriously: Don't miss Swarovski Crystal Worlds in Wattens, a wonder world of Chrystal dreams created by renowned artists. www.swarovski.com/crystalworlds
- For a taste of Austria's imperial history, admire Innsbruck's Golden Roof and newly renovated Imperial Palace. www.hofburg-innsbruck.at
- Take the Hungerburg funicular from Innsbruck's town center up to Nordkette Mountain for stunning architecture and a jazz brunch with a view. www.nordkette.com

WHAT TO DO: VORARLBERG

- The KUB Kunsthaus Bregenz is an international contemporary art space right on the banks of picturesque Lake Constance. www.kunsthhaus-bregenz.at
- Many of Vorarlberg's architectural highlights are privately owned. For a comprehensive tour, make an appointment with a qualified guide: www.architekturkontakt.at
- Located in the charming village of Hittisau, Vorarlberg's very own Women's Museum is not only architecturally stunning but features great exhibitions. www.frauenmuseum.com
- Combine nature experiences with culinary delights and stop by the farms, dairies and stores that make up the "Cheese Road" in picturesque Bregenzerwald. www.bregenzerwald.at
- A recent "James Bond" movie location, the Festspielhaus Bregenz is known for its architecture and for outstanding opera productions on the world's largest floating stage. www.festspielhausbregenz.at

VIENNA—GRAZ—BURGENLAND

A PLENTIFUL PALETTE

This tour takes you through the eastern half of the country, where the landscape takes on a distinctly different look at every destination – the gently rolling hills of Vienna, the Mediterranean feel of Graz, or the steppe-like surroundings of Burgenland's Lake Neusiedl. Likewise, each region has its own rich history, different cultural backgrounds and even different cuisines and music.

WHEN TO GO: The best travel times are March through October; the cities are perfect winter destinations, as well. In July and August, schools are closed and temperatures can peak at 90 degrees Fahrenheit. We recommend a minimum of three full days in Vienna and surrounding Lower Austria. Graz (about a two-hour-and thirty-minute train ride from Vienna) and the Burgenland both take at least two days to explore.

HOW TO GET THERE: Austrian Airlines flies from New York, Washington D.C., and Toronto directly into Vienna. From there you can take the train to Graz, and then back to Vienna via Eisenstadt, Burgenland's capital city. Traveling by car is especially advantageous in Burgenland, where attractions and restaurants are spread out across the province.

OUR TIP FOR GOURMETS: In Graz, enjoy the fantastic view over the entire city at the Aiola Upstairs on top of the city mountain (www.aiola.at). Walter Eselböck's Michelin two-star Taubenkobel is the leading restaurant in the Burgenland (www.taubenkobel.at). As befits a restaurant housed in a wine estate from the 19th century, the wine list is legendary. And don't miss Vienna's Ein Wiener Salon (www.einwienersalon.com), where the combination of kitschy Baroque décor and a designer turned chef resulted in a culinary sensation.

WHAT TO DO: VIENNA

- The old: Apart from the historic buildings of Vienna's first district, the most beautiful example of Baroque architecture and former Habsburg splendor is Schönbrunn palace. www.schoenbrunn.at
- The new: Whatever you do, don't forego a visit to the MuseumsQuartier, where you'll find fascinating architectural contrasts and great art. With its many restaurants and interesting events, the MQ has become a widely popular urban living space. www.mqw.at
- Our favorite art destinations: Visit the Leopold Museum (www.leopoldmuseum.org) for the world's largest private Schiele collection, MUMOK Museum der Modernen Kunst Stiftung Ludwig (www.mumok.at) for Austrian art of the 20th and 21st centuries and the Albertina (www.albertina.at) for the largest collection of graphic art in the world.
- A truly Viennese experience: At a Heuriger, or wine tavern, locals love to meet friends and linger over new wine and homemade cheese and other specialties. www.weingut-christ.at

WHAT TO DO: GRAZ

- A UNESCO World Cultural Heritage Site, the old town of Graz is a destination in itself. Stroll through the narrow alleys, sip a cup of coffee in one of the sidewalk cafes and soak up the Mediterranean feel of this southern state capital. www.visitgraz.com
- Wandering the farmer's market behind the opera house, the display of fresh herbs and of fresh produce, homemade cheeses, and local delicacies such as pumpkinseed oil will make your mouth water. www.visitgraz.com
- We can't stress it enough: The Kunsthaus Graz is an extraordinary sight to behold amid the medieval buildings of old town Graz. Inside you'll find exhibitions and installations by contemporary artists. www.kunsthausgraz.at
- The Neue Galerie Graz features local and international art. www.neuegalerie.at

WHAT TO DO: BURGENLAND/LOWER AUSTRIA

- The Essl Museum in Klosterneuburg is a treasure trove of contemporary Austrian art well worth the short trip from Vienna. www.sammlung-essl.at
- The wine country in Lower Austria yields many pleasant surprises, among them the Loosium visitor's center in Langenlois, built by US architect Steven Holl. Part of a larger wine-adventure-world, the steel clad building both reflects and contrasts the traditional vineyards surrounding it. www.loosium.at
- In Burgenland, visit the Vinothek Weinkulturhaus in Gols for wine tastings and extraordinary interior design. www.weinkulturhaus.at
- The Burgenland also was the home of famous composer Franz Liszt. Visit his birthplace and the Liszt festival in Raiding for both stunning architecture and great acoustics. www.lisztfestival.at

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HOW TO GET THERE



EXPERIENCE AUSTRIA ON YOUR WAY TO AUSTRIA

CONNECTIONS

The only carrier to offer non-stop flights to Vienna from New York, Washington D.C., and Toronto is Austrian Airlines. A member of Star Alliance, Austrian Airlines flies to more than 130 cities worldwide. Passengers can earn miles with Miles & More.

AUSTRIAN AIRLINES

Austrian Airlines is known for its high level of service. The airline's business class is especially comfortable, with an on-board chef preparing an award-winning six course meal and sommelier-trained flight attendants recommending the right wine to go with the menu. A barista prepares traditional coffee specialties for a true Viennese coffeehouse experience at 30,000 feet.

The Austrian Airlines boarding pass offers unique benefits even after arrival, including reduced or free entry to museums in Austria and around the world, and discounts on shopping, entertainment and culinary experiences in Vienna and other international cities. www.austrian.com

IN VIENNA

From Vienna, the airline offers excellent connections to other Austrian destinations, such as Innsbruck, Klagenfurt, Salzburg and Graz.

Well positioned in the center of Europe, Austrian Airlines' Vienna hub also offers excellent connections to Eastern Europe and the Middle East. And, with a well-designed terminal, transfers are possible in as little as 25 minutes. Travelers with a little more time to spend will find delightful restaurants and charming shops throughout the airport.

From the Vienna airport, it is very easy to get to the city. Travelers can catch the city airport train (CAT) at the lower level of the airport. Trains run frequently and take only 16 minutes to reach the city terminal. For more transportation options and timetables, go to www.viennaairport.com.

FOR INFORMATION and reservations, visit www.austrian.com.